the survival, protection and development of children.

Shortage of cement In the country

JZ699. SHRI KRISHAN LAL SHARMA: Will the PRIME MINISTER be pleased to state:

(a) whether it is a fact that there was a shortfall in the production of cement in the recent parts;

(b) if so, the reasons therefor;

(c) the impact of this shortfall on the building activity of the country as a whole; and

(d) the steps Government have already taken or propose *to* take to increase the production level and upto what extent?

THE MINISTER OF STATE IN THE MINISTRY OF INDUSTRY (DEPARTMENT OF INDUSTRIAL DEVELOPMENT) (SMT. KRISHNA SAHI): (a) to (c) The actual production of cement during the period April to October, 1992 was slightly below the target, but more than the production for the corresponding period during the year 1991.

Market recession has been cited by the Industries as the major cause for shortfall in production.

(d) The Government is rendering all assistance to the cement industry for increasing production by way of ensuring infrastructural support for the industry and movement of cement to the deficit area.

मनोरंजन, इलैक्ट्रानिकी और अखबारी कागज उद्योग को लाइसेंस से मुक्त किया जाना

2700. डा॰ बापू कालदाते: क्या प्रधान मंत्री यह बताने की कृपा करेंगे कि:

(क) क्या सरकार उदार औद्योगिक नीति को ध्यान में रखते हुए मनोरंजन, इलैक्ट्रानिकी, कोयला और अखबारी कागज उद्योग को अनिवार्य लाइसेंस से मुक्त करने के बारे में सोच रही है;

(ख) यदि हां, तो उसका ब्यौरा क्या है; और

(ग) यदि उपरोक्त भाग (क) का उत्तर "ना" में है तो इसके क्या कारण हैं?

उद्योग मंत्रालय (औद्योगिक विकास विभाग) में राज्य मंत्री (श्रीमती कृष्णा साही): (क) से (ग) नई औद्योगिक नीति के अधीन मनोरंजन, इलैक्ट्रोनिक्स तथा अखबारी कागज (खोई पर आधारित एककों को छोड़कर) सहित 18 विशिष्ट उद्योगों को अनिवार्य लाइसेंसीकरण के अधीन रखा गया था। ये उद्योग अब भी अनिवार्य लाइसेंसीकरण के अधीन हैं।

Unproductive Expenditure on Advertisement by PSU

2701. SHRI SATISH PRADHAN: Will the PRIME MINISTER be pleased to state:

(a) whether Government are aware of mounting expenses made by the Central Government and Public Sector Undertakings and Government aided agencies on image boosting advertisements and tenders etc. if so, the estimates of such expenses per annum;

(b) whether in view of resource crunch and austcity measures Government propese to cut down heavily on such unproductive expenses and add to the revenue by deciding to have a Government journal for advertisements and tenders;

(c) if so, the details of steps taken/ proposed in this regard; and

(d) the outcome thereof, in terms of savings?

THE MINISTER OF STATE IN THE MINISTRY OF INDUSTRY (DEPARTMENT OF HEAVY INDUSTRY AND DEPARTMENT OF PUBLIC ENTERPRISES) (SHRI P.K. THUNGON): (a) to (d) Expenses on advertisement and publicity have to be considered from the angle of overall objectives and functioning of an organisation. Thus, expenditure on obligatory advertisements or which is relating to sales promotion of enterprises